DOCUMENT RESUME

ED 208 763 HE 014 484

AUTHOR Webster, Dennis W.; Sedlacek, William E.
TITLE Attitudes and Behavior of UMCP Students and Employees toward the Maryland Student Union. Research Report No. 3-81.
INSTITUTION Maryland Univ., College Park. Counseling Center.
SPONS AGENCY Maryland Univ., College Park. Computer Science Center.
PUB DATE 81
NOTE 37p.; Supported by the University of Maryland Student Union and the Computer Science Center.
AVAILABLE FROM Counseling Center, University of Maryland, College Park, MD 20742 ($1.50).

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS College Stores; *College Students; Commuting Students; Comparative Analysis; Extracurricular Activities; Food Service; Higher Education; *Information Sources; Institutional Research; *Recreational Activities; School Personnel; Social Life; State Universities; *Student Attitudes; *Student Unions
IDENTIFIERS *University of Maryland College Park

ABSTRACT

Attitudes and behavior of students and employees at The University of Maryland, College Park, regarding the Maryland Student Union (MSU) were surveyed. The typical respondent was a single, white, undergraduate female, who commuted to school and was likely to use the MSU approximately four times a week. There was a generally positive attitude toward the MSU among students and employees. The MSU was viewed as a facility where students (more than employees) could go to meet with friends. International and black undergraduates were more likely to feel this way than were graduate students. After 7:00 p.m. during the week was the most convenient time for most respondents to attend MSU programs; films (40 percent), arts and crafts fairs (36 percent), and games and tournaments (20 percent) were the programs attended by the largest percentages. The textbook store, fast food restaurant, rest rooms, bulletin boards, the movie theater, and the information center were the resources used by the largest proportion of individuals. The wide use of information and publicity services such as the bulletin boards, the information center, and the school newspaper dispenser highlights the role of the MSU as an information exchange for the campus. These services were likely to have a greater frequency of use by MSU patrons than other services. International students tended to differ most often from the other groups in the use of food services: they use the food services at the MSU more frequently for breakfast, lunch, and snacks. (SW)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED208763

COUNSELING CENTER

Office of Vice Chancellor for Student Affairs

UNIVERSITY OF MARYLAND

College Park, Maryland

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION

PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

HE 014 484

COUNSELING CENTER
UNIVERSITY OF MARYLAND
COLLEGE PARK, MARYLAND

ATTITUDES AND BEHAVIOR OF UMCP STUDENTS AND EMPLOYEES TOWARD THE MARYLAND STUDENT UNION

Dennis W. Webster and William E. Sedlacek

Research Report # 3-81

This study was funded by the Maryland Student Union.

The computer time for this project was supported in full through the facilities of Computer Science Center, University of Maryland.

COUNSELING CENTER
UNIVERSITY OF MARYLAND
COLLEGE PARK, MARYLAND

ATTITUDES AND BEHAVIOR OF UMCP STUDENTS AND EMPLOYEES TOWARD THE MARYLAND STUDENT UNION

Dennis W. Webster and William E. Sedlacek

Research Report # 3-81

SUMMARY

Responses from 552 (74% return rate) students and employees of the University Of Maryland, College Park (UMCP) about their attitudes and behavior towards the Maryland Student Union (MSU) yielded the following sample of findings among the many presented in the report:

- The typical respondent was a single (79%), white (70%), undergraduate (71%) female (51%). She was a 21 year old junior (21%) who commuted (60%) to school, using personal transportation (69%). She was most likely to arrive on campus daily between 7:30 and 9:00 a.m., and leave campus between 3:00 and 5:00 p.m. The local radio stations she most frequently listened to were WRQX (20%) and WWDC (14%). Between classes she most frequently spent time in the libraries (30%) or the place where she lived (27%). She was likely to use the MSU approximately four times a week.

- There was a generally positive attitude toward the MSU among students and employees.

- The MSU was viewed as a facility where students (more than employees) could go just to meet with friends. Although all students held this view, international, Asian and black undergraduates were more likely to feel this way than were graduate students.

- A greater proportion of Hispanic and black undergraduates spent most of their time between classes in the MSU than white undergraduates.

- Diamondback ads (80%), Diamondback articles (49%), posters (54%), and word-of-mouth (50%) were the four most typical methods used to obtain information about programs/events held in the MSU.

- After 7:00 p.m., during the week, was the most convenient time for most to attend MSU programs.

- Films (40%), arts and crafts fairs (36%), and games and tournaments (20%) were the programs/activities attended by the largest percentages of people.

- Textbooks (94%), Roy Rogers (92%), rest rooms (85%), bulletin boards (84%), the Hoff movie theater (79%), and the information center (76%) were the resources used by the largest proportion of individuals.

- The wide use of information and publicity services such as the bulletin boards to read information (84%), the information center (76%), and the Diamondback dispenser (66%) highlights the role of the MSU as an information exchange for the entire campus. These services were likely to have a greater frequency of use by MSU patrons than other services.

- International students tended to differ most often from the other groups in their usage of food services. International students were more likely to eat breakfast at the MSU than were employees and black students; international students ate lunch more frequently than did white students, graduate students, and employees; and international students ate snacks more regularly than did graduate students and employees.

- Overall, the MSU food services were viewed as being "good," or "o.k.".

- Roy Rogers was the most widely used food service (92%), with quality of food and service reported as the most frequent reasons for liking it.

- The cafeteria was the least preferred food service, with quality of food and a dislike for specific foods served cited as the reasons.

- The University Book Center was preferred to the Maryland Book Exchange (53% to 47%), primarily because of location.

- Tournaments and games have shown the greatest increase in use over a four year period (11% to 20%).

- The percentage of people willing to pay slight increases in fees to support new services remained at 21% over the four year period, but there was an increase from 40% to 50% in the percentage of people saying perhaps they would pay.

- In 1977 no food services were used by at least 50% of the respondents, while in 1981, Roy Rogers, the Macke Machine rooms, and the Food Co-Op were all used by more than 50%.

- Of those using the Macke Machine rooms, 50% went there to eat, 20% for recreation and games, 20% to work, and 10% to meet with friends.

- An inexpensive steak house (29%), a tape/record lending library (23%), and horseback riding (22%) were the three most favored suggested additions to MSU services and facilities.

The mission of the Student Union at the University of Maryland, College Park, is pluralistic, and includes educational, developmental and recreational objectives. Highly diversified programs and services support the multifaceted mission of the Maryland Student Union (MSU). MSU activities enhance programming for socio-cultural functions on campus and provide for development and programming related to the work of academic departments. Efforts toward maintaining diversity in programming are thwarted by a concern for "financial stability." Hubler (1980) opens his 1979-80 Maryland Student Union Annual Report with the statement: "Financial concerns best characterized the Maryland Student Union throughout the past year." Spelman (1980) discusses the impact financial pressures have had on student unions over the past decade, and in addition, identifies other concerns that have an impact on unions. These include:

(1) A continuing pressure for improved accountability.

(2) A continuing need to respond to pressures related to societal issues, including affirmative action, consumerism, handicapped, safety, etc.

(3) Continued and increasing demands for statistical documentation, comparative studies, internal and external analyses, and other means of measuring management efficiency and effectiveness of facilities.

To address these concerns and to enhance the effectiveness of the MSU, a survey of the campus community was conducted in 1977. This survey provided an assessment and documentation of MSU's user characteristics and attitudes, usage patterns, and future service options (Foster, Lea, Wasserman and Handley, 1977; Adelstein, 1977).

The purposes of the present study were to replicate and expand the 1977 study, to critically evaluate current services, to gather information regarding potential additional services, and to determine the patterns and reactions of

minority group students to the MSU.

Questionnaire and Procedures

The questionnaire employed was a modification of that used by Foster et al. (1977) and was developed by the researchers in consultation with MSU and other UMCP staff (see Appendix).

The MSU survey was mailed to a random sample of 840 individuals stratified by campus status (undergraduate students by race, graduate students, faculty, associate and classified staff), with the number of each group based on the proportion of representation in the campus population.

One hundred and thirty-four people were dropped from the sample due to incorrect addresses or phone numbers, or faculty being on leave. Returns were received from 522 of the 706 potential respondents, for a 74% return rate.

All questionnaires were returned using a procedure where respondents mailed in a coded postcard separate from the uncoded questionnaire, thus allowing for anonymity. Followup post cards and phone calls were used and free movie, bowling, book store, or dining service coupons were given to respondents as incentives.

Data Analysis

Data were analyzed by chi square, analysis of variance and Student-Newman-Keuls post hoc tests at the .05 level for seven groupings: (1) employees (which included faculty, associate and classified staff), (2) graduate students (which included special students), and five undergraduate groups (3) Asian, (4) black, (5) Hispanic, (6) international, and (7) white undergradutes. Responses to items 43, 45 and 48 were rated by three independent judges according to categories developed by the writers.

Results

A composite profile of the "average" respondent is likely to provide the following description:

The typical respondent was a single (79%), white (70%), undergraduate (71%) female (51%). She was a 21 year old junior (21%) who commuted (60%) to school, using personal transportation (69%). She was likely to arrive on campus daily between 7:30 and 9:00 o'clock a.m. and leave campus between 3:00 and 5:00 p.m. The local radio stations she most frequently listened to were WHQX (20%) and WKDC (14%). Between classes she most frequently spent time in the libraries (30%) or the place where she lived (27%). She was likely to use the MSU approximately four times a week.

Table 1 shows the characteristics of the study sample compared to the UMCP campus population. Throughout this report column percentages may not add to 100%, due to rounding.

Table 1

Characteristics of Sample and UMCP Campus Population

	Sample *		Fall, 1980** Population	
	N	%	N	%
Employees (Faculty, Classified, Associate Staff)	41	8	7550	17
Graduate Students	83	16	7550	17
Special Students	3	***	1747	4
Undergraduates	395	76	28567	63
Totals	522	100%	45414	100%

Table 1 (continued)

Characteristics of Sample and UMCP Campus Population

	Sample *		Fall, 1980** Population	
	N	%	N	%
Undergraduates by Class				
Seniors	100	25	7566	26
Juniors	107	27	6365	22
Sophomores	97	25	6258	22
Freshmen	93	23	8438	30
Totals	395	100%	28567	100%
Undergraduates by Race				
Black	30	8	2307	8
White	276	70	23610	79
Hispanic	24	6	555	2
American Indian	2	***	117	***
International Students	13	3	359	2
Asian	41	10	1097	4
Other	9	2	1759	6
Totals	395	100%	30014	100%
Sample by Sex				
Male	258	49	23947	53
Female	263	51	21467	47
Not reported	1	***	----	----
Totals	522	100%	45414	100%

* Columns may not equal 100% due to rounding
** Office of Institutional Studies, UMCP, supplied population data
*** Less than 1%

Attitudes Toward the Maryland Student Union

What general attitudes were held toward the MSU?

Generally favorable attitudes existed toward the MSU, its staff and facilities. Data in Tables 2 and 3 indicate that:

- Individuals felt that they could usually find their way around the MSU, that the MSU staff were usually helpful, and that they usually had a pleasant experience in the MSU.
- There were mixed opinions regarding whether or not the MSU was a place where individuals could go just to relax. However, more individuals tended to see themselves as going to the MSU only when there was a specific reason to do so.
- Black undergraduates agreed more strongly than did employees with the statement: "I sometimes go to the MSU just to walk around." Black undergraduate responses did not differ significantly from those of graduate students and other undergraduate subgroups, who also tended to agree with the statement.
- Students, both graduate and undergraduate, were significantly more likely than employees to visit the MSU just to be with people. Differences among the students showed that international, Asian and black undergraduates were also more likely to visit the MSU just to be with people than were graduate students.
- Hispanic, white and Asian undergraduates felt that the MSU provided programs/activities for students from a variety of cultures significantly more than did graduate students.

Table 2.

Means and Standard Deviations for Items Describing Attitudes Toward the MSU

ITEMS	MEAN*	S.D.
20. I usually have a pleasant experience in the MSU.	2.22	.75
21. The MSU staff (does not include food and bookstore staff) are often unpleasant.	3.59	.83
22. MSU programs are fairly imaginative.	2.79	.72
23. The MSU staff (does not include food and bookstore staff) are usually helpful.	2.33	.72
24. The MSU is usually clean.	2.47	.95
25. My feelings about the MSU are mostly negative.	4.00	.83
26. The MSU is somewhat inadequate at filling my needs.	3.24	.98
27. The MSU is an unattractive building.	3.59	.96
28. The MSU staff (does not include food and book store staff) are usually not available.	3.44	.79
29. The MSU offers culturally relevant programs/ activities.	2.72	.77
30. I can usually find my way around the MSU.	2.11**	.98
31. The MSU staff makes an effort to provide a variety of programs.	2.44	.74
32. The MSU is <u>not</u> a place where I can go just to relax.	3.01	1.20
33. I sometimes go to the MSU just to walk around.	2.77**	1.30
34. I only go to the MSU when I have a specific task to accomplish (i.e., eat, shop, attend meetings, etc.)	2.74	1.29
35. There are times when the MSU is so crowded I choose to go to another place.	2.47	1.14
36. I sometimes go to the MSU just to be with people.	3.13**	1.15
37. The MSU provides programs/activities for students from a variety of cultures.	2.58**	.85

* 1=Strongly agree; 5=Strongly disagree

** Subgroups differ at .05 level

Table 3.

Means and Standard Deviations for Items on Which Subgroups Differ

ITEMS	Employees		Graduate		White		Black		Hispanic		Internat.		Asian	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
30. I can usually find my way around the MSU.	2.68	1.13	2.42	1.02	1.99	.92	1.90	.80	1.83	.76	2.31	1.03	2.03	1.07
33. I sometimes go the MSU just to walk around.	3.43	1.37	3.05	1.30	2.68	1.28	2.27	1.17	2.50	1.38	2.38	.96	2.92	1.26
36. I sometimes go to the MSU just to be with people.	4.05	.97	3.46	1.16	3.15	1.15	2.73	1.05	2.92	1.35	2.46	.97	2.68	1.10
37. The MSU provides programs/activites for students from a variety of cultures.	2.65	.59	3.04	.79	2.44	.81	2.67	1.03	2.29	.91	2.92	1.26	2.57	.83

Summary of Attitudes Toward the MSU

Results indicated that a generally positive attitude existed toward the MSU despite differences as to why people use the MSU. The MSU is a place where most people went to accomplish specific tasks, but others (especially black undergradutes, but least of all, employees) went there just to walk around.

The MSU also was viewed as a facility where students (more than employees) could go just to meet with friends. Although all students held this view, international, Asian and black undergradutaes were more likely to feel this way than were graduate students. Thus the MSU was used by a cross section of the campus population for a variety of reasons, and it served as a place where minority students felt they could go to walk around or be with friends.

MSU Usage

What proportion of the sample spent most of there time between classes in the MSU? What were these individuals most likely to do in the MSU?

Table 4 provides information relevant to these questions.

- Fourteen percent of the respondents spent most of their time between classes in the MSU.
- A greater proportion of the Hispanic (23%) and black undergradutes (21%) spent time in the MSU than did white undergraduates (16%).
- Libraries (30%), residences (27%), and offices (17%) were places where the largest proportion of all respondents spent their time between classes.
- Individuals who spent most of their time between classes in the MSU were most likely to spend this time meeting with friends (34%).
- Studying (21%) and eating (21%) were also activities most frequently engaged in between classes. Students and employees also shopped and ran errands (10%). worked (5%), and slept (2%) at the MSU.

Table 4.

Places Where Respondents Spend Most of Their Time Between Classes (Item 17)

Places	Total Sample	Employees	Graduate	White	Black	Hispanic	Internat.	Asian
	%	%	%	%	%	%	%	%
1. Libraries	30**	9	32	27	28	44	54	53
2. MSU	14**	3	7	16	21	22	23	10
3. Mall area	2	0	1	3	3	0	0	0
4. Lounges - Classroom Buildings	8**	0	4	10	10	22	0	3
5 Coffeehouses/Restaurants (other than MSU)	1	3	0	*	0	0	0	5
6. Offices	17**	80	54	5	0	0	0	0
7. Place where you live	27**	6	1	38	38	13	8	25
8. Macke (vending machine) room	2	0	1	2	0	0	*	*
9. No response	9	0	0	0	0	0	15	4
Totals	100%	100%	100%	100%	100%	100%	100%	100%

* Less than 1%
** Subgroups differ at .05 level

How do students and employees hear about the program events held in the Maryland Student Union? What hours and days do they identify as most convenient for them to attend MSU programs?

Table 5 shows:

- Diamondback ads (80%), Diamondback articles (49%), posters (54%) and word of mouth (50%) were the four most typical methods used to obtain information about programs/events held in the MSU.

- Black undergraduates were more likely than other groups to obtain information about MSU programs from somewhere else: Black Explosion (57%), flyers (57%) and word of mouth (63%).

- White (57%) and Hispanic (50%) undergraduates more frequently heard about programs through word of mouth than did other groups (with the exception of black undergraduates).

- Results not shown in a table indicate that after seven o'clock daily is the time that was most convenient for patrons (from 33% to 40%) to attend MSU programs. The period between 2:00 and 7:00 is the second most convenient time for attending MSU programs.

Table 5.

Ways in which Respondents Heard about MSU Programs (Item 14)

Sources of Information	Total Sample	Employees	Grad.	White	Black	Hispanic	Internat.	Asian
	%	%	%	%	%	%	%	%
1. Diamondback ads	80	68	75	84	73	71	77	83
2. Diamondback articles*	49	49	36	54	40	63	31	44
3. TV Monitor	1	0	0	1	0	0	8	0
4. Dial-an-event	1	2	0	1	3	8	0	2
5. Radio	9	7	5	11	13	4	8	10
6. D.C. Newspapers	4	10	7	3	3	4	0	2
7. Baltimore newspapers	1	0	1	1	3	0	0	0
8. Black Explosion*	5	0	2	**	57	0	15	2
9. Word of mouth*	50	34	37	57	63	50	39	42
10. Posters	54	39	47	59	57	58	46	49
11. Flyers*	42	44	19	49	57	29	31	34
12. TelUM	**	0	0	**	0	0	0	0
13. Ha-Koach	3	7	0	5	0	0	0	0

*Subgroups differ at .05 level

**Less than 1%

What programs do students and employees attend?

From Table 6 we learn:

- Several MSU programs were attended by 20% or more of the total sample or a specific subgroup.
- Films (40%), arts and crafts (36%), and games and tournaments (20%) were the programs/activities attended by the largest percentage of the total sample.
- Social dances were attended by a greater proportion of the black (43%) and Hispanic (21%) subgroups than other groups.
- Black undergraduates (23%) were the group with the largest proportion of its members who attended mini-concerts.
- Over 30% of the black (37%), Hispanic (37%), and international (31%) students attended recreation events, compared to 18% of the white undergraduate sample.
- Thirty-four percent of the Asian and 26% of the black students participated in tournaments/games; a smaller proportion of white (21%) and Hispanic (21%) undergraduates did so.

Table 6.

MSU Programs Attended by Respondents (Item 13)

Programs/Activities	Total Sample	Employees	Graduate	White	Black	Hispanic	International	Asian
	%	%	%	%	%	%	%	%
1. Noontime lectures	10	17	8	10	7	13	0	7
2. Discussions	7	10	5	7	13	4	0	10
3. Films	40	37	41	39	43	46	23	42
4. Social dances*	11	0	5	11	43	21	0	12
5. Coffeehouses	9	2	7	11	3	4	15	10
6. Fine Arts series	10	12	12	10	20	17	0	2
7. Short courses/seminars	8	5	8	8	10	8	0	5
8. Mini-concerts*	13	2	6	17	23	17	8	10
9. Commuter concerts	6	0	1	9	10	4	8	5
10. Recreation events*	18	15	6	18	37	33	31	22
11. Arts-crafts fairs	36	32	33	38	40	46	31	27
12. Games/Tournaments*	20	12	11	21	27	21	15	34

* Subgroups differ at .05 level

Summary of MSU Usage

Although the Maryland Student Union was used for a variety of reasons, the specific role of the Union as a place where people go to meet with friends was apparent. The MSU was the second most popular place for people to meet with friends (25%). Only the place where people live (34%) was more frequently utilized for this purpose. Twenty percent or more of the international (25%), white (24%), Asian (23%) and black (22%) undergraduate groups met with friends between classes. A large percentage of these meetings likely occurred in the MSU, since people used the MSU, on the average, about four times a week. It is also likely that people met with friends while engaging in other activities/ programs at the MSU.

Between 6% and 40% of the respondents participated in one or more of the MSU programs. Films (40%), arts and crafts fairs (36%), and games and tournaments (20%) were supported by the largest percentages of MSU patrons. Data suggest that the proportion of minority undergraduate participation in particular programs may be larger than that of white undergraduates.

Ads or articles in the Diamondback were the best way to inform people about programs. Respondents also frequently heard about programs through word of mouth, which was particularly true among black, white and Hispanic undergraduates.

Use of Facilities and Services

What facilities and services were used by the largest percentage of people? What facilities and services are not well utilized? What facilities and services are not known about?

When facilities and services are ranked from highest to lowest according to the percentage of patrons using each one (Table 7), data indicate that:

- Textbooks (94%), Roy Rogers (92%), rest rooms (85%), bulletin boards (84%), and the Hoff movie theater (79%) were the five resources used by the largest proportion of individuals.
- The Satellite shop in Ellicott Hall (2%), card room (3%), piano room (4%), Out Haus (5%) and lost and found (5%) were the least utilized resources.
- The above rankings did not differ for graduate students and white undergraduates.
- Greeting cards were included among the top five resources used by black undergraduates and employees. The employees' ranking of the top five resources also included leisure books.
- Other facilities identified as among the top five used by non-black minorities included the Diamondback dispenser and pay phones by Hispanic students, the cafeteria by international students, and the Macke machine room by Asian students.
- Almost half of the sample was unaware of the Satellite Shop in Ellicott Hall and an additional 50% never used it. Similarly, approximately one-third of the sample were unaware of the Out Haus (32%) and the TV monitor (30%). These services were never used by an additional 63% and 50%, respectively of those sampled.
- Reasons given for not using specific services tended to be "no interest," followed by "lack of information."

A look at those services with at least a fifty percent usage rate indicates that sixteen of the sixty-one services and facilities were used by at least 50% of the sample. Table 7 indicates that:

- Personal services such as rest rooms (85%), pay phones (68%), record Coop (69%), campus phones (60%), postal facilities (60%) and the bank (57%) were used by large percentages of MSU patrons.
- Textbooks (94%), greeting cards (76%), and leisure books (59%) were University Book Center items that were in the most demand.
- The wide use of information and publicity services such as the bulletin boards to read information (84%), the information center (76%), and the Diamondback dispenser (66%) highlights the role of the MSU as an information exchange for the entire campus. These services were likely to have a greater frequency of use by MSU patrons than other services.
- The Hoff movie theater (79%) was utilized by a larger percentage of those sampled than other recreation and leisure time activities.
- Black students used the Hoff theater significantly more frequently than did graduate students and employees.
- Roy Rogers (92%) was the food service used by the most people, followed by the Macke machine room (64%), and the Food Co-Op (54%). This high usage of the Macke machine room may be related to the presence of electronic games in the area.

Table 7

Use of MSU Facilities and Services

	Frequency of Use*		Ever Used	Never Used	Unaware of Service
	Mean	S.D.	%	%	%
Information and Publicity					
Information Center	3.56	.73	76	17	7
Bulletin Boards (to post information)	3.06	1.08	38	58	4
Diamondback Dispenser	1.83	1.10	66	23	11
T.V. Monitor	3.45	.89	10	50	30
Bulletin Board (to read information)	2.75	1.06	84	14	2
Student Affairs					
Commuter Affairs	3.78	.52	12	76	12
Off-Campus Housing	3.72	.70	23	72	5
Greek Affairs	3.27	1.05	7	82	11
Orientation	3.81	.59	13	77	10
Experiental Learning Center	3.69	.70	11	64	25
Campus Activities	3.38	1.02	16	65	19
Student Organizations	3.19	1.20	8	69	23
Recreation and Leisure Time Activities					
Bowling	3.69	.63	27	72	1
Billiards	3.60	.70	23	75	2
Pinball	3.27	.96	34	64	2
T.V. Room	3.38	1.01	6	80	14

Table 7 (continued)

Use of MSU Facilities and Services

	Frequency of Use*		Ever Used	Never Used	Unaware of Service
	Mean	S.D.	%	%	%
Recreation & Leisure Time Activities (continued)					
Study Room	3.07	1.09	26	61	13
Lounges	3.14	1.05	47	48	5
Card Room	3.33	.97	3	74	23
Piano Room	3.19	1.12	4	70	26
Hoff Movie Theater	3.36	.74	79	20	1
Craft Shop	3.68	.65	16	69	17
Out Haus (rentals)	3.54	.93	5	63	32
Campus Reservations	3.68	.75	15	67	18
MSU Reservations	3.70	.65	13	69	18
Ticket Office	3.84	.41	44	50	6
Personal Services					
Photocopying	3.30	.82	49	44	7
Tobacco Shop	2.79	1.04	41	54	5
Bank	2.71	.93	57	43	**
Notary Public	3.86	.51	22	54	24
Postal Facility	3.24	.83	60	34	6
Lost and Found	3.78	.80	5	78	17
Pay Phones	3.26	.86	77	32	1
Campus Phones	3.02	1.09	60	37	3
Restrooms	2.40	1.17	85	14	**
Coin Lockers	3.41	.93	18	76	6

Table 7 (continued)

Use of MSU Facilities and Services

	Frequency of Use*		Ever Used	Never Used	Unaware of Service
	Mean	S.D.	%	%	%
Personal Services (cont.)					
Organizational Mail Boxes	3.11	.95	9	71	20
Record Coop	3.25	.83	69	30	1
Social Functions/Programs					
Meeting Rooms	3.63	.73	22	72	6
Ballrooms	3.86	.42	30	66	4
Food Services					
Cafeteria	2.95	1.19	49	49	2
Tortuga Room	3.67	.59	37	59	4
Tortuga Lounge	3.75	.52	15	78	7
Bayside Fish House	3.64	.62	31	63	6
No Frills	3.58	.71	21	65	14
Pizza Shop	3.54	.77	47	51	2
Ice Cream Shop	3.60	.68	48	48	4
Bakery	3.47	.84	43	52	5
Macke Room (vending machines)	3.18	1.00	54	44	2
University Book Center (Book Store)					
Textbooks	3.74	.61	94	6	**
Leisure books	3.64	.64	59	41	**
Sundries	3.55	.64	40	55	5
Magazines	3.75	.62	28	69	3

Table 7 (continued)

Use of MSU Facilities and Services

	Frequency of Use*		Ever Used	Never Used	Unaware of Service
	Mean	S.D.	%	%	%
University Book Center (cont.)					
Gifts and Jewelry	3.79	.49	43	56	1
Photo Supplies	3.72	.62	29	71	**
Art Supplies	3.63	.69	26	74	**
Engineering/Technical Supplies	3.61	.66	26	73	1
Reference & Research Books	3.76	.53	47	51	2
Supplementary Reading for Courses	3.76	.54	45	53	2
Greeting Cards	3.50	.68	76	23	1
Satellite Shop in Ellicott Hall	3.09	.94	2	50	48

* 1=Almost daily; 2 = Almost weekly; 3 = Several times a month; 4= few times

Means exclude never used and unaware of service .

** Less than 1%

Desired Additions to Facilities and Services

What resources do people want to see added to existing services and facilities? Are people willing to pay a modest increase in fees for these services?

When asked to identify five resources they were most likely to use if offered by the MSU, the items chosen by 20% or more of the MSU patrons were:

- A dining service, an inexpensive steak house, (29%) was the most desired addition.
- This was followed by a preference for a lending library where music in the form of tapes and records could be borrowed (23%), and a sports activity, horseback riding (22%).
- Other items selected by at least 10% of the respondents were: Music listening room (18%), health food bar (16%), wine and cheese tasting (16%), antique show/flea market (16%), typewriters (15%), cocktail lounge (15%), dinner theater (15%), beach trips (14%), hair stylist/ unisex (14%), dry cleaners (13%), flower shop (13%), ski trips (13%), bicycles (12%), student film contest/festival (11%), sailing/crew (11%), telephone order delivering service (11%), and browsing/reading room (10%).

When asked if they would be willing to pay a modest increase in their recreation fee in order to provide selected services:

- Twenty-one percent of all respondents said yes, 29% said no, and 50% answered perhaps. Responses did not vary significantly by sub-group.

Summary of Use of Facilities and Services

Purchasing textbooks at the University Book Center and eating at Roy Rogers were engaged in by the largest percentage of MSU patrons. The Universit Book Center Satellite Shop in Ellicott Hall is a service that most people were either unaware of or chose not to utilize. Within the MSU building, the Out Ha rentals was the least known service and the piano room was the least utilized.

Sixteen services within the MSU were used by over fifty percent of the respondents. These were a mixture of personal services (6), University Book Center services (3), information and publicity services (3), food services (3), and one recreation and leisure time activity.

Respondents selected an inexpensive steak house as their first choice of an addition to the facilities and services presently offered by the MSU. A majority of the respondents were undecided when asked if they would be willing to pay for their desired service through a slight additional increase in fees.

Food Services

What are the eating patterns of MSU patrons?

Table 8 shows eating patterns by subgroups. Highlights are:

- Lunch and snacks were eaten more frequently (weekly) in the MSU than were either breakfast or dinner.
- International students tended to differ most often from the other groups in their use of food services. International students were more likely to eat breakfast at MSU than were employees and black students; international students ate lunch more frequently than white students, graduate students and employees; and international students ate snacks more regularly than did graduate students and employees.
- Asian students were more likely to eat breakfast in the MSU than were black students, and Asian students ate lunch more frequently than did

white students.

- Black students tended to buy snacks more regularly than did employees.
- Additional data indicate that black undergraduates used the tobacco shop more frequently than did Asian students or employees.

Table 8

Frequency* With Which Respondents ate at MSU

	Breakfast**		Lunch**		Dinner		Snack**	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Employees	4.73	.76	3.46	1.05	4.40	.84	4.00	1.02
Graduate Students	4.70	.66	3.31	1.10	4.22	.92	3.69	.96
White Undergraduates	4.70	.65	3.48	1.09	4.19	.83	3.49	1.02
Black Undergraduates	4.91	.29	3.25	1.15	3.80	.76	3.13	.89
Hispanic Undergraduates	4.61	.78	3.23	1.38	4.37	.76	3.33	.96
International Undergraduates	3.91	1.38	2.31	1.32	3.91	1.22	2.67	1.07
Asian Undergraduates	4.31	1.12	2.76	1.48	4.21	1.05	3.34	1.08
Total Sample	4.66	.74	3.33	1.17	4.19	.87	3.50	1.03

*1=Daily; 2 = 2-3 times/week; 3 = weekly; 4=rarely; 5= never

** Subgroups differ at .05 level

Evaluation of Food Services

How do patrons generally evaluate the food services? What are the most and least preferred food services? Why are the food services rarely or never used by some individuals?

- Overall, the MSU food services were viewed as being "good," or "o.k."
- Thirty percent of those who rarely or never ate at the MSU were on a meal plan elsewhere, while 24% felt that it was too expensive to do so. Others brought in a "brown bag" meal (23%) or tended to skip meals (20%).
- Respondents spent an average of $2.49 for their lunch, regardless of where they ate.

The most preferred food service (see Table 9):

- The most popular food service was Roy Rogers. Ninety-two percent of the MSU patrons used this service at some time, and 43% chose Roy Rogers as their preferred food service.
- Quality of food (32%) and service (22%) were reasons most frequently given for liking Roy Rogers.
- Interestingly, Roy Rogers was also the second most frequent least preferred (19%) food service. Quality of food was also the most frequent reason given to explain why Roy Rogers was disliked.

The least preferred food service:

- The cafeteria was most frequently identified as the least preferred food service in the MSU (24%). Quality of food (21%), general atmosphere (19%), and a dislike for specific food sold (17%) were reasons given for disliking the cafeteria.

Table 9

Most and Least Preferred Food Services

MOST PREFERRED FOOD SERVICE

Food Service	%	Why Most Preferred
1. Roy Rogers	43	Quality of food (32%); service (22%)
2. Food Co-Op	20	Quality of food (69%)
3. Tortuga Room	13	General atmosphere (63%)
4. Cafeteria	9	Variety (33%); quality of food (18%)
5. Pizza Shop	5	Quality of food (38%); like specific food sold (19%)
6. Bakery	4	Quality of food (65%)
7. Ice Cream Shop	3	Quality of food (57%)
8. No Frills	2	Price (25%); service (25%); quality of food (25%)
9. Bayside Fish Shop	2	Like specific food sold (50%)

- - - - - - - - - - - - - - -

LEAST PREFERRED FOOD SERVICE

1. Cafeteria	24	Quality of food (21%); general atmosphere (19%); dislike specific food sold (17%); price (14%).
2. Roy Rogers	19	Quality of food (33%); price (17%) dislike specific food sold (15%)
3. Bayside Fish Shop	16	Dislike specific food sold (56%); quality of food (28%)
4. Food Co-Op	10	Dislike specific food sold (24%); general atmosphere (21%); staff related (18%)
5. Pizza Shop	9	Quality of food (51%); dislike specific food sold (34%)
6. No Frills	8	Quality of food(36%); general atmosphere (14%)
7. Tortuga Room	7	General atmosphere (30%); price (19%); quality of food (19%)
8. Bakery	4	Quality of food (44%); dislike specific food sold (25%)
9. Ice Cream Shop	2	Dislike specific food sold (71%)

who leave. The MSU may provide this for some students.

Four-Year Trends

A discussion of changes and trends in the use of the MSU from 1977 to 1981 will follow. This was accomplished by comparing the current 1981 survey to that reported by Foster et al. (1977). While many of the items have been revised, identical or very similar items were compared wherever possible.

In both the 1977 and 1981 surveys, films (41% and 40%, respectively) and arts and crafts fairs (36% each) had been attended by the largest percentage of respondents. Tournaments and games showed the largest increase in use over the four year period (11% to 20%).

Present data indicate that a larger proportion of black and Asian students were likely to be involved in these activities than were white and Hispanic students.

Between 75% and 92% of MSU patrons were likely to: (1) Eat at Roy Rogers; (2) buy textbooks and greeting cards; (3) read the bulletin boards; (4) use the information center; (5) go to a movie; and (6) use the rest rooms. From 1977 to 1981, there was an increase in the percentage of people using these and a variety of other services and facilities.

Similar to the previous study, the present study found that a majority of the resources used by at least fifty percent of the sample were most likely to fall under the category of personal services and information and publicity functions. Both studies identified the Hoff Theater as the single recreation and leisure time activity used by fifty percent or more of those sampled. In the present study, but not in the earlier study, food services (e.g., Roy Rogers, the Macke Machine room, and the Food Co-Op) and University

Book Center items (i.e., textbooks, greeting cards and leisure books) were used by at least half the patrons sampled. The Satellite Shop in Ellicott Hall and the Out-Haus were the two services which the largest percentage of people were either unaware of or never utilized. Based on present data, additional efforts to market these resources appear needed. However, such efforts may need to follow a more focused evaluation of whether or not these facilities are desired and whether they offer services that are diversified enough to interest a substantial percentage of current patrons.

An effort to assess the potential use of services desired, but not currently offered, resulted in the identification of three types of services that at least twenty percent of the sample reported they would use if added. These services were: (1) An inexpensive steak house; (2) a music lending library; and (3) horseback riding. These data are not compared with the earlier data because of changes in the items. The percentages of people willing to pay a slight increase in their recreation fee in order to provide these services was unchanged over the four year period (21%); however, there was a ten percent increase (from 40% to 50%) in the number of individuals who indicated that "perhaps" they would be willing to pay an increased fee.

Contrary to the present findings, a recent University of Minnesota-Duluth (Union Wire, 1981) longitudinal study which examined students' use and opions of their Union found that students sampled in 1978 and 1980 did not see a need for addiitonal services and were not willing to pay a fee increase. It could be that because of the high use and generally favorable impressions of the MSU that people at UMCP were more willing to pay an increase.

In both the 1977 and the 1981 surveys, respondents ate lunch and snacks weekly in the MSU, while rarely eating either breakfast or dinner there. There were differences both between employees and students and among student subgroups. International students tended to differ most frequently with other student or employee groups. International students used the food services in the MSU more frequently for breakfast, lunch and snacks. Black undergraduates tended to have dinner in the MSU more regularly than other groups.

There were small changes in the percentage of people in 1977 and 1981 who never or rarely ate at the MSU because they brought a "brown bag" meal (from 27% to 23%), or had a meal plan (from 23% to 30%). Over the four years, more people (from 12% in 1977 to 24% in 1981) felt that they never or rarely ate at the MSU because it was too expensive.

None of the food services evaluated in 1977 were used by fifty percent or more of the respondents. In the present study, several food facilities were used by more than 50%, with Roy Rogers heading this list at 92%, followed by the Macke machine room and the Food Co-Op. A closer examination of people who use the Macke machine rooms (not specifically those located in the Union) between classes suggests that approximately fifty percent go there to eat, 20% go for recreation and games, 20% to work, and 10% go to meet with friends. These data support the view of the Macke room as kind of a multipurpose room. A future study might examine more closely this multipurpose room concept with regard to its impact on patron use and satisfaction.

A change made by the MSU management since the 1977 survey was to contract food services to a popular food chain, Roy Rogers. Such contracting by other unions has resulted in financial gains and greater customer satisfaction (Fee and Elsasser, 1979). Roy Rogers, which replaced the Big UM facility, has a usage rate that is much higher than that of its predecessor (92% vs. 47%).

When compared to other facilities, it was the best liked food facility by forty-three percent of MSU patrons. A smaller group of people (19%) felt that Roy Rogers was the food service they least preferred. The "quality of the food," was the most important reason in the decisions of both those who liked Roy Rogers and those who did not.

The cafeteria was selected by most patrons as the food service they least preferred. Two reasons were given for this dislike of the cafeteria: (1) "The quality of the food;" for example, a typical reason given was: "I'ts overcooked and cold;" and (2) "A dislike for the specific food sold," a typical statement being "It's too much like dining hall food."

It is hoped that the data from this study can provide the basis for decision making and programming and planning by MSU and Student Affairs staff. In addition, the information should be useful to the campus community, including students, who may get new insights or ideas about the role of the MSU in the lives of students.

References

Adelstein, D.M. UMporium Survey. Unpublished manuscript. University of Maryland, College Park, 1977.

Astin, A.W. Preventing students from dropping out. San Francisco: Jossey-Bass, 1975.

Fee, W.S. and Elsasser, L.F. The multiple contract food service concept. In Proceedings for the Association of College Unions, International. 59th Annual Conference, 1979, p. 127-128.

Foster, M.E., Lea, D.H., Wasserman, D. and Handley, A.A. The Maryland Student Union Survey. University of Maryland, College Park, unpublished manuscript, 1977.

Hubler, D. Maryland Student Union Annual Report, 1979-80. University of Maryland, College Park, Unpublished manuscript, 1980.

Lea, H.D., Sedlacek, W.E., and Stewart, S.S. Problems in retention research in higher education. NASPA (National Association of Student Personnel Administrators) Journal, 1979, 17, # 1, 2-8.

Spelman, III, W.H. The bulletin of the Association of College Unions - International. Feb., 1980, Vol. XLVIII, # 1, p. 2.

Union Wire. A University of Minnesota - Duluth - longitudinal study of the student union. The Association of College Unions - International, March, 1981, Vol. 13, # 6.